GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1738
ANSWERED ON:12.12.2003
TEA EXPORT TO RUSSIA
PRABODH PANDA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has chalked out a joint marketing strategy with Russia to promote Indian tea in that country;

(b) if so, the details thereof;

(c) whether the Russian market bought more than 50 percent of tea exported by India;

(d) whether Russia is now buying more tea from Sri Lanka instead of India; and

(e) if so, the reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a)&(b): Tea Board is implementing a Market Promotion Scheme during the 10th Plan, which aims at promoting exports of Indian tea to various markets, including Russia. Tea Board has already launched a communication campaign in Russia, to promote Indian tea and the logo developed by the Tea Board. Financial support would be provided for promoting brands bearing the India tea logo, that is for brands having an adequate presence in the Russian market and containing 100% Indian tea meeting minimum quality standards. The Scheme also envisages joint promotion campaigns for Indian teas packed in Russia under joint ventures with Russian importers/packers.

(b): Volume of tea exports from India to Russia have constituted less than 50% of the total Indian tea exports during the last ten years.

(d)&(e): Yes, Sir. One of the major reasons for Russia buying more teas from Sri Lanks is, that there has been a shift in the consumer preference in Russia from Cut-Tear-Curl (CTC) to Orthodox variety of tea and Sri Lanka is a dominant producer of orthodox teas. India, on the other hand, largely by produces CTC teas.